

100

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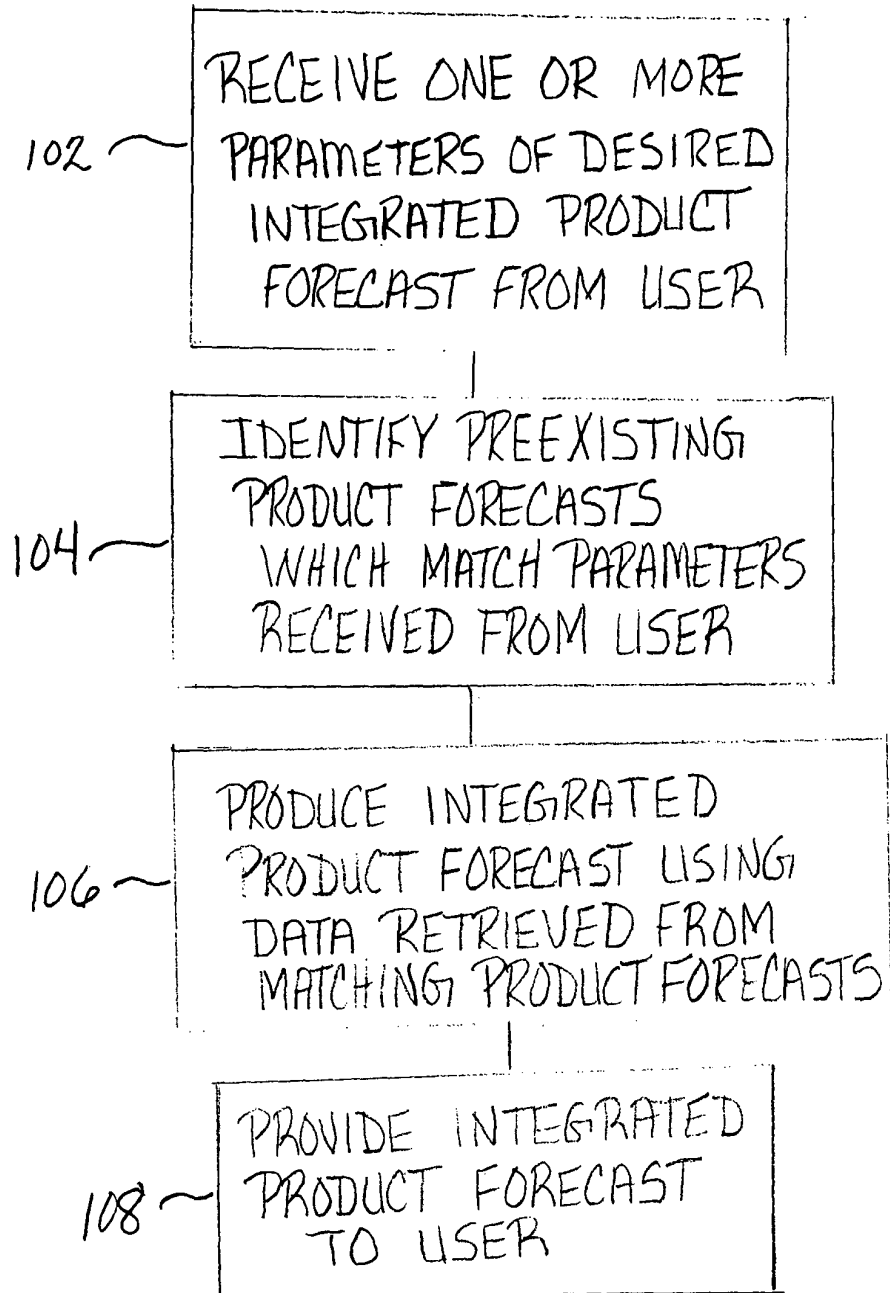


FIG. 1

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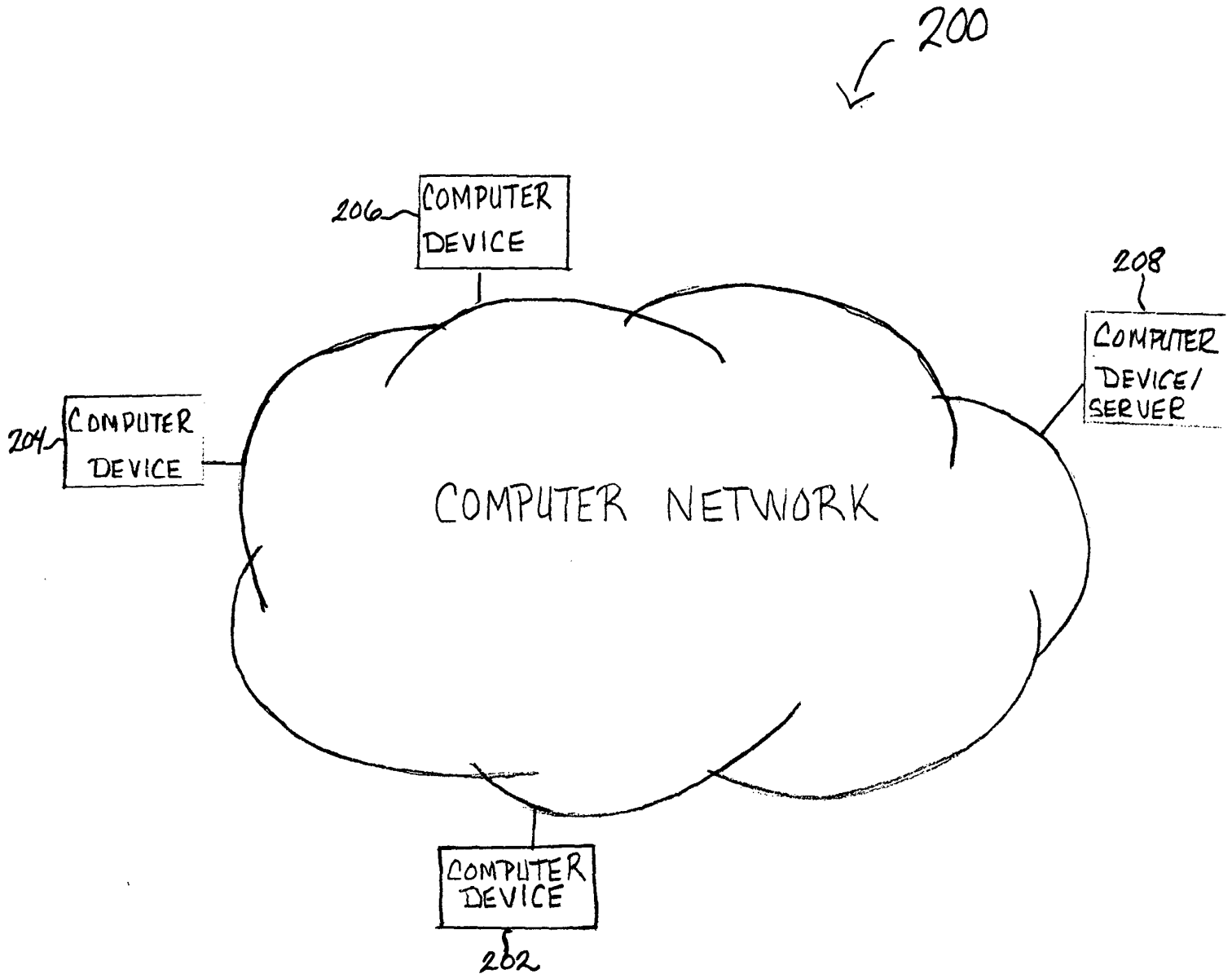


FIG. 2

300

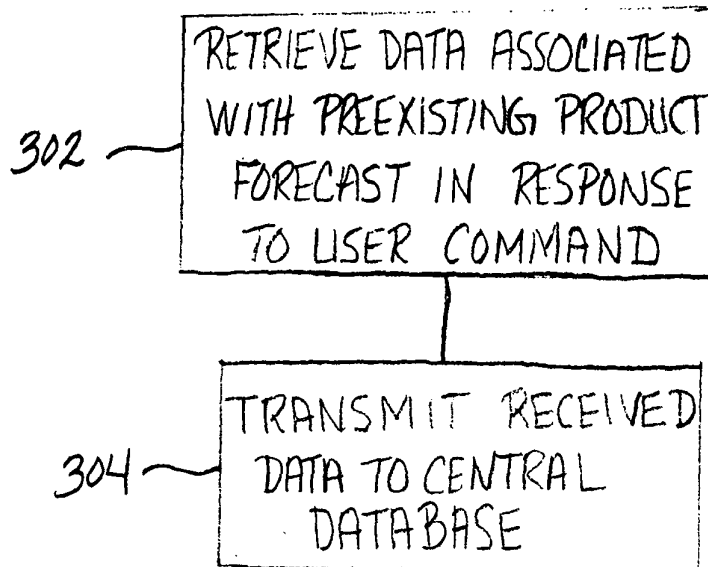


FIG. 3

400
↙

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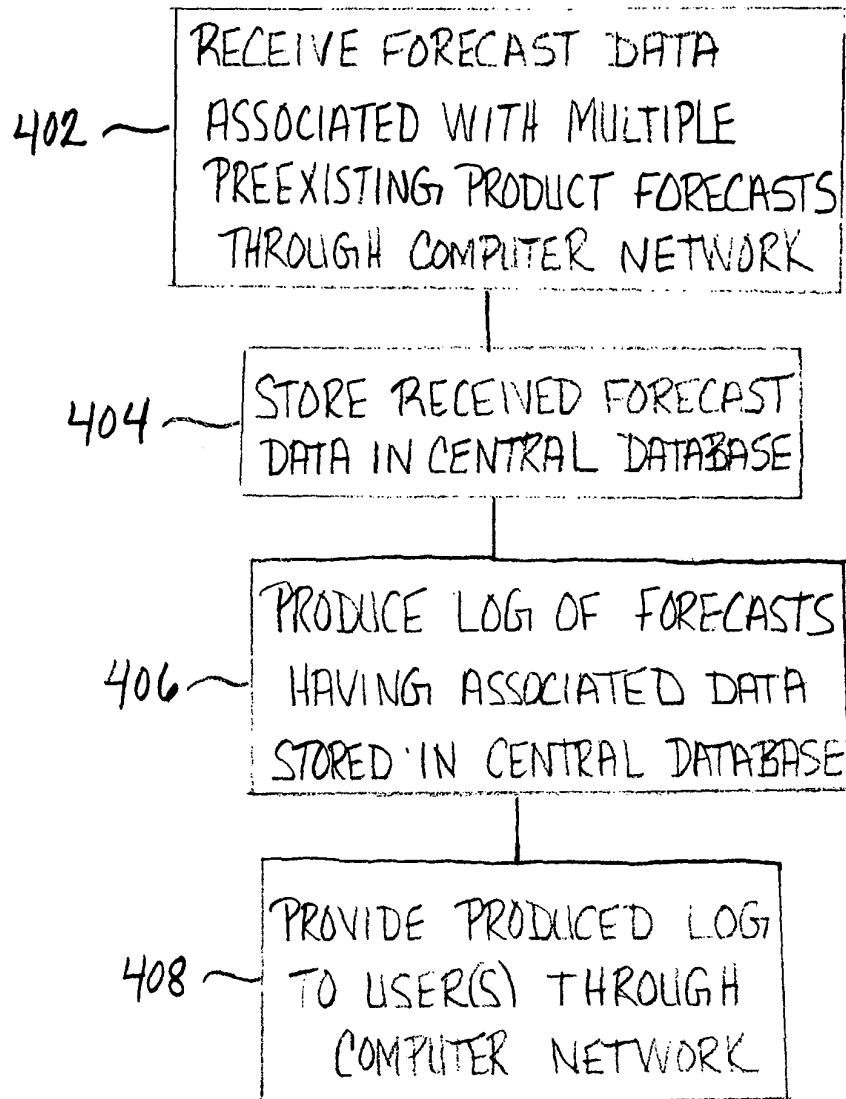
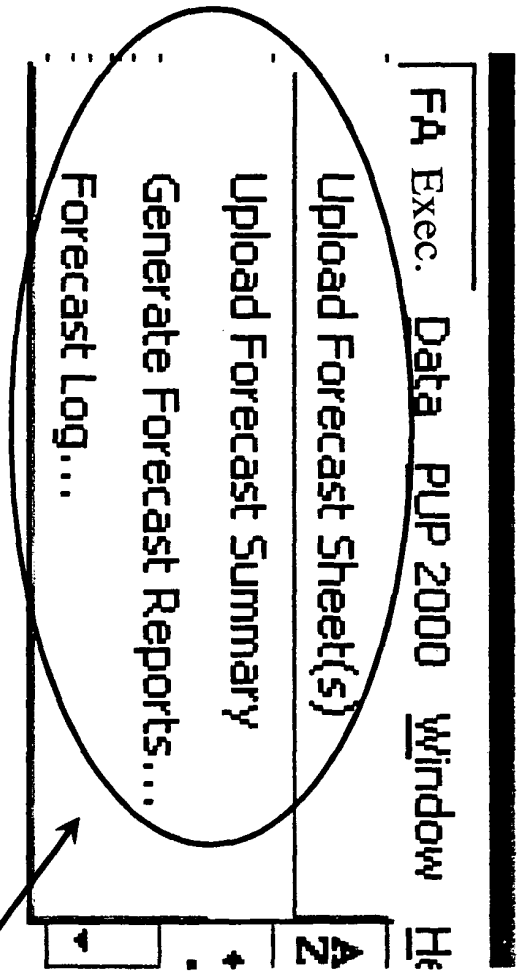


FIG. 4

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Executive Forecast

Executive

menu

Fig. 5

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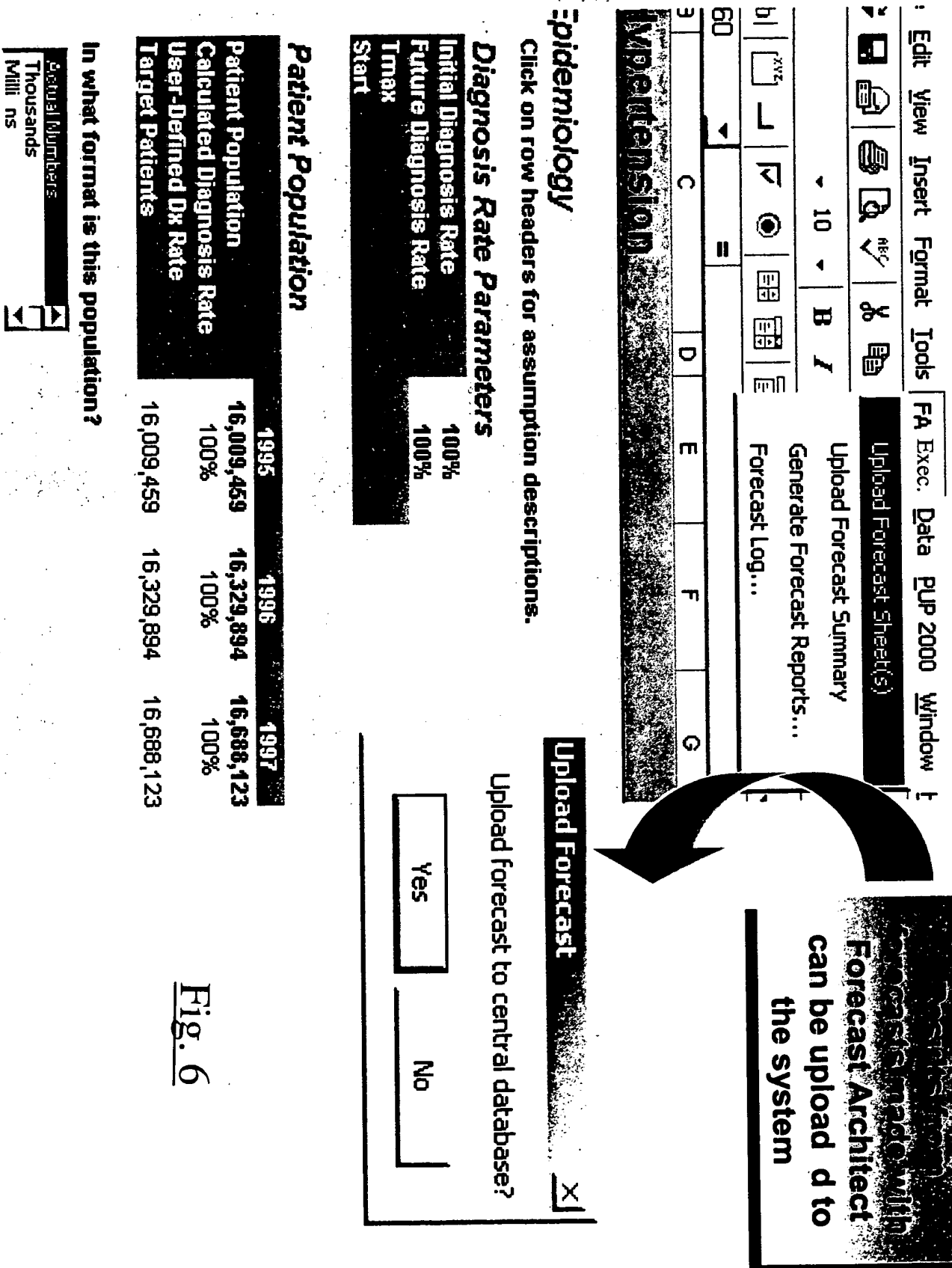


Fig. 6

FORECASTS

Inventor(s): Claude D. Smith et al.

Serial No. TBA - Filed July 30, 2003

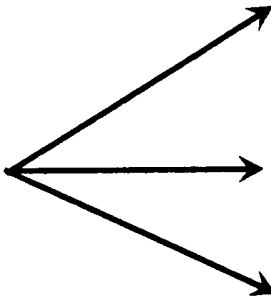
Atty. Ref.: 9871-000005/US

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Product Forecast (All Numbers in Thousands)

	2000	2001	2002	2003	2004	2005
Target Patients	7,485	7,628	7,772	7,919	8,068	8,219
Market Share	1.7%	4.3%	6.6%	8.5%	9.5%	9.8%
Treated Patients	129	325	514	675	764	806
Days Of Therapy	30,527	76,997	122,049	160,228	181,294	191,306
Units	61,055	153,994	244,098	320,457	362,587	382,612
Rx	1,018	2,567	4,068	5,341	6,043	6,377
Price	\$ 1.00	\$ 1.03	\$ 1.06	\$ 1.09	\$ 1.13	\$ 1.16
Revenue	\$ 30,527	\$ 79,307	\$ 129,482	\$ 175,086	\$ 204,048	\$ 221,776

▶ ▶ ▶ Flow Asthma Obesity PVD Forecast Summary



Product Forecast
 forecast. Each
 forecast will be
 uploaded to the
 system

Fig. 7

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Worksheet - Hypertension

Product Name: **Product 1**

Indication: **Acute Bronchitis**

Country: **Germany**
Italy
Japan

Therapeutic Area: **Anti-Infective**
Atherosclerosis
Cardiovascular
CNS
Licensing

Development Status: **Committed**
Development
In-License
In-Line
Out-License

Product Type: **Drug delivery system**
New chemical entity
Product line extension
unspecified

Scenario's: **Active Workbook Scenario**
Saved Scenario's

OK **Cancel**

Information is gathered for each forecast (worksheet)

Fig. 8

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Additional
 information is
 uploaded to the
 system

Product Forecast (All Numbers in Thousands)

	2000	2001	2002	2003	2004	2005
Target Patients	7,485	7,628	7,772	7,919	8,068	8,219
Market Share	1.7%	4.3%	6.6%	8.5%	9.5%	9.8%
Treated Patients	129	325	514	675	764	806
Days Of Therapy	30,527	76,997	122,049	160,228	181,294	191,306
Units	61,055	153,394	244,098	320,457	362,587	382,612
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Revenue	\$ 30,527	\$ 79,307	\$ 129,482	\$ 175,086	\$ 204,048	\$ 221,776

- ✓ Product Name
- ✓ Indication
- ✓ Therapeutic Area
- ✓ Product Type
- ✓ Development Status
- ✓ Country
- ✓ Scenario
- ✓ Excel Fil Name
- ✓ Author
- ✓ Date Created
- ✓ Market Share
- ✓ Treated Patients
- ✓ Days of Therapy
- ✓ Units
- ✓ Rx
- ✓ Revenue



MS Access
 Database

Fig. 9

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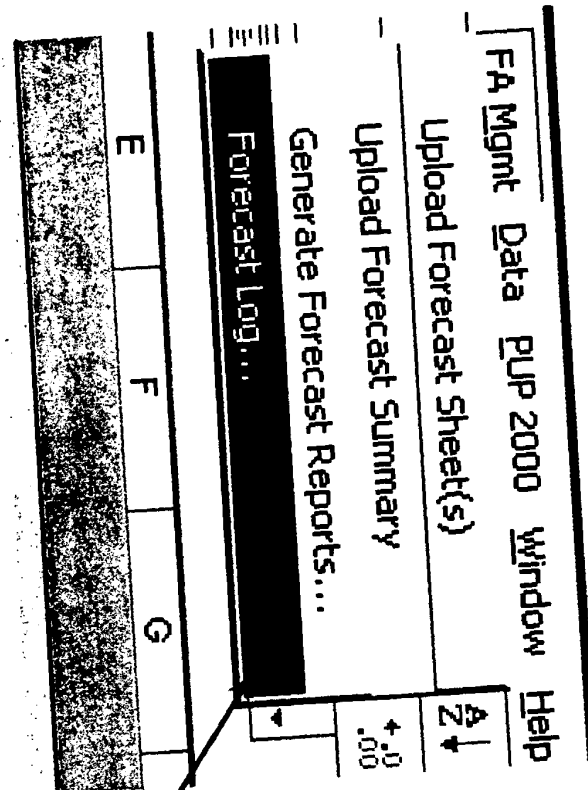


Fig. 10

A log of the forecasts in the system can be viewed.

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Forecasts currently in the system

Product	Country	Product Type	Indication	Therapeutic Area	Development Status	Scenario
Product 8	United States	Unspecified	Acute Bronchitis	Anti-Infective	In-Line	Base
Product 4	United States	New chemical en	AIDS	Anti-Infective	In-Line	Base
Product 2	United States	New chemical en	Bacteremia	Anti-Infective	In-Line	Base
Product 7	United States	New chemical en	Rheumatoid Arth	Auto-Immune	In-Line	Base
Product 7	United States	New chemical en	Hyperlipidemia	Cardiovascular	In-Line	Base
Product 2	United States	New chemical en	Myocardial Infar	Cardiovascular	In-Line	Base
Product 10	United States	New chemical en	Depression	CNS	In-Line	Base
Product 5	United States	New chemical en	Insomnia	CNS	In-Line	Base
Product 5	United States	New chemical en	Irritable Bowel S	Gastrointestinal	In-Line	Base
Product 6	United States	New chemical en	Peptic Ulcer	Gastrointestinal	In-Line	Base
Product 8	United States	New chemical en	Osteoarthritis	Auto-Immune	In-Line	Base
Product 3	United States	New chemical en	Leukemia	Hematology	In-Line	Base
Product 6	United States	New chemical en	Obesity	New TAs	In-Line	Base
Product 6	United States	New chemical en	Diabetes - Type	Metabolic	In-Line	Base
Product 8	United States	New chemical en	Hyponatremia	Metabolic	In-Line	Base
Product 7	United States	New chemical en	Cancer - Pancre	Oncology	In-Line	Base

☒ Product Name
☒ Indication
☒ Therapeutic Area
☒ Product Typ
☒ Development Status

☒ Country
☒ Excel File Name
☒ Author
☒ Date Created
☒ Scenario

be deleted from the system

Fig. 11

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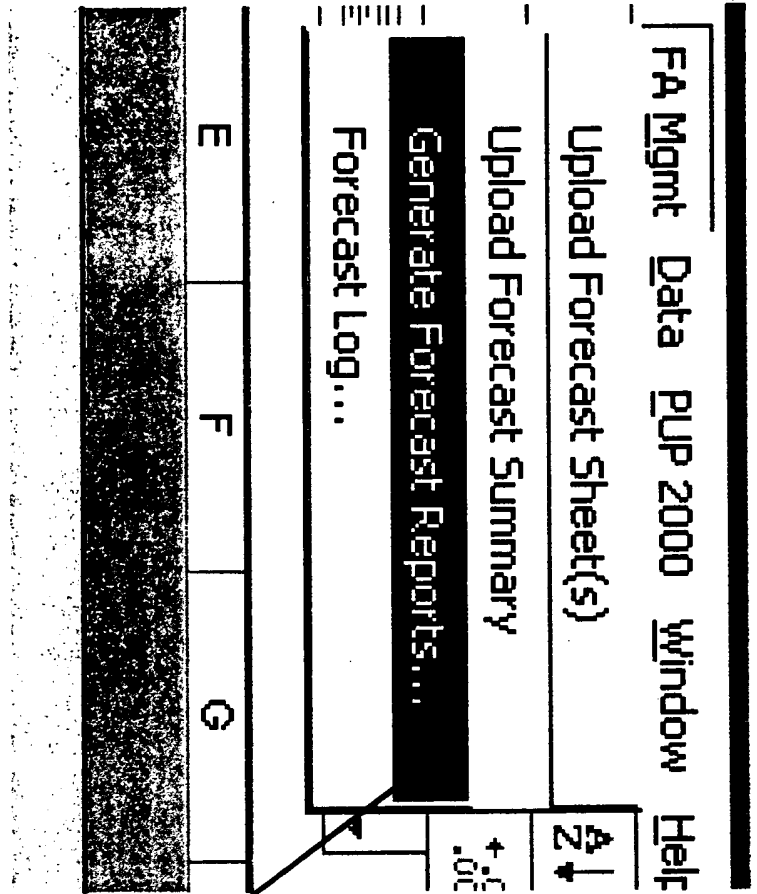


Fig. 12

Automated
report on the
forecasts in the
system can be
generated

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"metric" can be reported

Year Range can be specified

Report Filter

Forecast Metric: Sales

Start Year: 1995 End Year: 2020

* Year Range: 1995 - 2025

Country: Germany

Development Status: In-License

Product: - All -

Indication: (Detail)

Therapeutic: Anti-Infective

Product Type: - All -

Scenario's: Basel

Currency: \$ US Dollar

OK Cancel

Type of Chart
Stacked Column
Line

X

Fig. 13

displayed or
displayed in
detail by
product name,
indication,
development
status,
therapeutic
area, country,
product type,
and scenario

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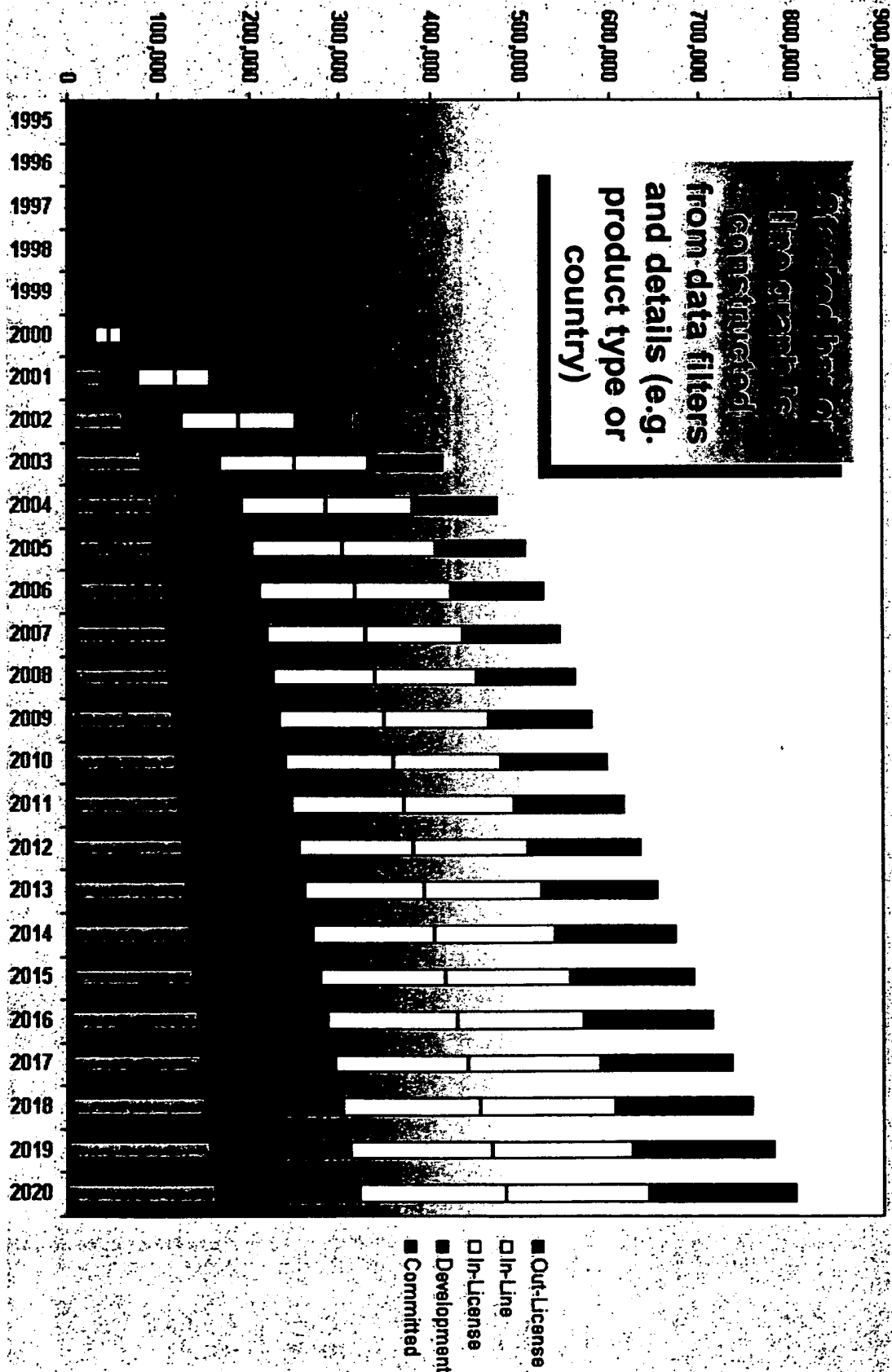


Fig. 14

Title: COMPUTER SYSTEM AND METHOD FOR PRODUCING INTEGRATED PRODUCT
FORECASTS

Inventor(s): Claude D. Smith et al.
Serial No. TBA - Filed July 30, 2003
Atty. Ref.: 9871-000005/US

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Summary and
criteria for
report

Forecast Summary

Sum of FData	Year						
Dev Type	2000	2001	2002	2003	2004	2005	
Committed	15,294	38,990	62,474	82,911	94,840	101,182	
Development	15,294	38,990	62,474	82,911	94,840	101,182	
In-License	15,294	38,990	62,474	82,911	94,840	101,182	
In-Line	15,294	38,990	62,474	82,911	94,840	101,182	
Out-License	15,294	38,990	62,474	82,911	94,840	101,182	

Report Criteria

Data Type	Sales
Year Start	2000
Year End	2010
Country	- All -
Development Status	- Detail -
Product	- All -
Indication	- All -
Therapeutic Area	- All -
Scenario	Base
Product Type	- All -

Fig. 15